said reflective layer preventing passage of said first fluorescing signal and said second fluorescing signal during said detection process.

2. (Amended) The substrate structure of Claim 1 wherein the reflective layer structure includes a thin metal foil layer positioned between the first indicia and the second indicia.

4. (Amended) The substrate structure of Claim 1 wherein the reflective or absorptive layer comprises one or more of the following materials:

Titanium (IV) Oxide (TiO2), Zinc Oxide (ZnO), Zirconium (IV) Oxide (ZrO2), aluminum oxide (AlO3), aluminum oxide hydroxide (AlO(OH)), aluminum trihydroxide (Al(OH)3).

6. (Amended) The substrate structure of Claim 1 wherein the reflective layer structure includes:

a first layer of a reflective material disposed on the first surface of the substrate, the first indicia disposed on an outer surface of the first layer; and

a second layer of a reflective material disposed on the second surface of the substrate, the second indicia disposed on an outer surface of the second layer.

7. (Amended) The substrate structure of Claim 1 wherein the reflective layer structure includes reflective radiation blocking materials dispersed within said substrate.

8. (Amended) The substrate structure of Claim 1 wherein the substrate comprises first and second thin layers of a substrate material, and reflective layer structure includes a reflective sandwiched between the first thin layer and the second thin layer.

33. (Amended) A machine-readable indicia-bearing substrate structure, comprising:

a planar substrate having a first surface and a second surface which are disposed in an essentially parallel relationship;

a first information bearing indicia formed by a fluorescent material positioned adjacent to the first surface;

a second information bearing indicia formed by a fluorescent material positioned adjacent to the second surface; and

a thin metal layer positioned between the first indicia and the second indicia for preventing interference between a first fluorescing signal emitted by the first indicia and a second fluorescing signal emitted by the second indicia during a detection process for reading information from said first indicia or said second indicia.

35. (Amended) A machine-readable indicia-bearing substrate structure, comprising:

a planar sheet of a print medium;

a planar substrate structure having a first surface and a second surface which are disposed in an essentially parallel relationship said substrate structure adhered to a surface of said planar sheet;

a first information bearing indicia formed by a fluorescent material positioned adjacent to the first surface;

a second information bearing indicia formed by a fluorescent material positioned adjacent to the second surface; and

a thin metal layer positioned between the first indicia and the second indicia for preventing interference between a first fluorescing signal emitted by the first indicia and a second fluorescing signal emitted by the second indicia during a detection process for reading information from said first indicia or said second indicia.

36. (Amended) A machine-readable indicia-bearing substrate structure, comprising:

a planar sheet of a print medium;

a planar substrate structure having a first surface and a second surface which are disposed in an essentially parallel relationship, said substrate structure adhered to a surface of said planar sheet;

a first information bearing indicia formed by a fluorescent material positioned adjacent to the first surface;

a second information bearing indicia formed by a fluorescent material positioned adjacent to the second surface; and

a reflective layer positioned between the first indicia and the second indicia for preventing interference between a first fluorescing signal emitted by the first indicia and a second fluorescing signal emitted by the second indicia during a detection process for reading information from said first indicia or said second indicia.

37. (Amended) A machine-readable indicia-bearing substrate structure, comprising:

a planar print medium having a first surface and a second surface which are disposed in an essentially parallel relationship;

a first information bearing indicia formed by a fluorescent material positioned adjacent to the first surface at a first portion of the print medium which does not receive printed components of an image during a printing process;

a second information bearing indicia formed by a fluorescent material positioned adjacent to the second surface at a second portion of the print medium which does not receive printed components of an image during a printing process; and

a reflective layer positioned between the first indicia and the second indicia for preventing interference between a first fluorescing signal emitted by the first indicia and a second fluorescing signal emitted by the second indicia during a detection process for reading information from said first indicia or said second indicia.

REMARKS

The Examiner is thanked for the careful review of the application as set out in the outstanding office action. Reconsideration of the application is respectfully requested.

A marked up version showing the changes made to the application is attached.

Claims 3, 5 and 34 have been canceled without prejudice.

Claim 1 has been amended to further define the "means for preventing interference between a first fluorescing signal emitted by the first indicia and a